

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
941407-1	08/19/12	August 2012	07/30/12 - 08/17/12
Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1596

Flight Dates	Order #	Alt Order #
08/11/12 - 08/17/12	941407	06272725

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/17/12	10-11a Anderson Cooper 10-11a		MTWTF--	:30	3	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	3	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	M	08/13/12	10:29 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-A-091H	\$275.00 NM
1	WPBF	Tu	08/14/12	10:56 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-A-091H	\$275.00 NM
2	WPBF	W	08/15/12	10:22 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-A-091H	\$275.00 NM
2	08/13/12	08/17/12	The View	11A-12PM	MTWTF--	:30	3	\$750.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	3	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	08/14/12	11:32 AM	The View	11A-12PM	:30	OFA-12-A-091H	\$750.00 NM
3	WPBF	W	08/15/12	10:59 AM	The View	11A-12PM	:30	OFA-12-A-091H	\$750.00 NM
1	WPBF	Th	08/16/12	11:31 AM	The View	11A-12PM	:30	OFA-12-A-091H	\$750.00 NM
3	08/13/12	08/17/12	Jimmy Kimmel	12:06-01:06AM	MTWTF--	:30	3	\$75.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	3	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:43 AM	Jimmy Kimmel	12:06-01:06AM	:30	OFA-12-A-091H	\$75.00 NM
3	WPBF	Th	08/16/12	12:36 AM	Jimmy Kimmel	12:06-01:06AM	:30	OFA-12-A-091H	\$75.00 NM
2	WPBF	F	08/17/12		Jimmy Kimmel	12:06-01:06AM	:00		<del>\$75.00</del> NM
	Credited								
4	08/13/12	08/17/12	WPBF News 25 @ Noon 12pm-1230pm		MTWTF--	:30	4	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	4	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/14/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-A-091H	\$275.00 NM
5	WPBF	W	08/15/12	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-A-091H	\$275.00 NM
2	WPBF	Th	08/16/12	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-A-091H	\$275.00 NM
3	WPBF	F	08/17/12		WPBF News 25 @ Noon	12pm-1230pm	:00		<del>\$275.00</del> NM
	Credited								
5	08/13/12	08/17/12	4:30a-5a	430a-5a	MTWTF--	:30	4	\$50.00	NM

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
941407-1	08/19/12	August 2012	07/30/12 - 08/17/12
Advertiser		Product	Estimate Number
Obama/D/President		OBAMA FOR AMERICA	1596

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	4	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	M	08/13/12	4:43 AM	4:30a-5a	430a-5a	:30	OFA-12-A-091H	\$50.00 NM
3	WPBF	W	08/15/12	4:55 AM	4:30a-5a	430a-5a	:30	OFA-12-A-091H	\$50.00 NM
2	WPBF	Th	08/16/12	4:39 AM	4:30a-5a	430a-5a	:30	OFA-12-A-091H	\$50.00 NM
1	WPBF	F	08/17/12		4:30a-5a	430a-5a	:00		<del>\$50.00</del> NM
Credited									
6	08/13/12	08/17/12	WPBF News 25 @ 5am	5-530am	MTWTF--	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	5:23 AM	WPBF News 25 @ 5am	5-530am	:30	OFA-12-A-091H	\$175.00 NM
7	08/13/12	08/17/12	M-F 5pm News	5-6pm	MTWTF--	:30	2	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	2	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	08/14/12	5:51 PM	M-F 5pm News	5-6pm	:30	OFA-12-A-091H	\$475.00 NM
1	WPBF	W	08/15/12	5:57 PM	M-F 5pm News	5-6pm	:30	OFA-12-A-091H	\$475.00 NM
8	08/13/12	08/17/12	WPBF News 25 Mornings	5:30-5:57am	MTWTF--	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	2	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	5:44 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	OFA-12-A-091H	\$225.00 NM
2	WPBF	Tu	08/14/12	5:41 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	OFA-12-A-091H	\$225.00 NM
9	08/13/12	08/17/12	WPBF News 25 @ 6:00P	6-6:30PM	MTWTF--	:30	2	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	2	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	08/14/12	6:20 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	OFA-12-A-091H	\$700.00 NM
1	WPBF	Th	08/16/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	OFA-12-A-091H	\$700.00 NM
10	08/13/12	08/17/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	6:21 AM	WPBF News 25 Mornings	6-7AM	:30	OFA-12-A-091H	\$400.00 NM
11	08/13/12	08/17/12	Good Morning America	7-9AM	MTWTF--	:30	4	\$475.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	4	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	M	08/13/12	6:59 AM	Good Morning America	7-9AM	:30	OFA-12-A-091H	\$475.00 NM
1	WPBF	W	08/15/12	7:29 AM	Good Morning America	7-9AM	:30	OFA-12-A-091H	\$475.00 NM
4	WPBF	Th	08/16/12	7:29 AM	Good Morning America	7-9AM	:30	OFA-12-A-091H	\$475.00 NM
2	WPBF	F	08/17/12		Good Morning America	7-9AM	:00		<del>\$475.00</del> NM
Credited									
12	08/13/12	08/17/12	Dr. Oz M-F 9-10a	9-10a	MTWTF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

## INVOICE



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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
941407-1	08/19/12	August 2012	07/30/12 - 08/17/12
Advertiser		Product	Estimate Number
Obama/D/President		OBAMA FOR AMERICA	1596

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWTF-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 08/13/12 9:16 AM Dr. Oz M-F 9-10a 9-10a :30 OFA-12-A-091H \$275.00 NM 2 WPBF Tu 08/14/12 9:14 AM Dr. Oz M-F 9-10a 9-10a :30 OFA-12-A-091H \$275.00 NM									
13	08/11/12	08/17/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTFSS	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----SS 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPBF Sa 08/11/12 11:32 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 OFA-12-A-091H \$800.00 NM 1 WPBF Su 08/12/12 11:29 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 OFA-12-A-091H \$800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MTWTF-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF W 08/15/12 11:34 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 OFA-12-A-091H \$800.00 NM									
14	08/11/12	08/11/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 08/11/12 6:39 AM Sat 6-7am News Sat 6-7am :30 OFA-12-A-091H \$175.00 NM									
15	08/11/12	08/11/12	Sat 630pm News	630-7pm	-----1-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 08/11/12 6:59 PM Sat 630pm News 630-7pm :30 OFA-12-A-091H \$325.00 NM									
16	08/11/12	08/11/12	Sat Wheel Of Fortune	Sat 7-730PM	-----1-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 08/11/12 7:23 PM Sat Wheel Of Fortune Sat 7-730PM :30 OFA-12-A-091H \$400.00 NM									
17	08/11/12	08/11/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 08/11/12 7:53 PM Sat Jeopardy Sat 7:30-8PM :30 OFA-12-A-091H \$500.00 NM									
18	08/12/12	08/12/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 08/12/12 10:26 AM Chris Matthews Sun 10-10:30AM :30 OFA-12-A-091H \$200.00 NM									
19	08/12/12	08/12/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 08/12/12 11:58 PM Sun 11:35pm Late News 1135p-12am :30 OFA-12-A-091H \$350.00 NM									
20	08/12/12	08/12/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$50.00	NM
Class of Time - Pre-emptible with notice									

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
941407-1	08/19/12	August 2012	07/30/12 - 08/17/12

  

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Obama/D/President	OBAMA FOR AMERICA	1596

Spots/

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	5:43 AM	Sun 5-6am News	Sun 5-6am	:30	OFA-12-A-091H	\$50.00 NM
21	08/12/12	08/12/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	6:23 AM	Sun 6-7am News	Sun 6-7am	:30	OFA-12-A-091H	\$100.00 NM
22	08/12/12	08/12/12	Sun 630pm News	630-7pm	-----1	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	6:51 PM	Sun 630pm News	630-7pm	:30	OFA-12-A-091H	\$325.00 NM
23	08/14/12	08/14/12	NY MED	10-11PM	-1-----	:30	1	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	-1-----	1	\$1,300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/14/12	10:48 PM	NY MED	10-11PM	:30	OFA-12-A-091H	\$1,300.00 NM
24	08/13/12	08/17/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	2	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	08/14/12	6:38 AM	WPBF News 25 Mornings	6-7AM	:30	OFA-12-A-091H	\$400.00 NM
1	WPBF	W	08/15/12	6:10 AM	WPBF News 25 Mornings	6-7AM	:30	OFA-12-A-091H	\$400.00 NM
25	08/13/12	08/17/12	THE CHEW	1P-2P	MTWTF--	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MTWTF--	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/16/12		THE CHEW	1P-2P	:00		\$225.00 NM
Credited									

**Total Spots** **42**

### Payment Terms 30 Days

<u>Gross Total</u>	\$16,475.00
<u>Agency Commission</u>	\$2,471.25
<u>Net Amount Due</u>	\$14,003.75

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
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**Greer Margolis Mitchell Burns**  
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**Washington, DC 20007**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

Flight Dates	Order #	Alt Order #
07/31/12 - 08/13/12	937643	06256820

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/31/12	08/03/12	THE CHEW	1P-2P	-TWTF--	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$450.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	07/31/12	12:59 PM	THE CHEW	1P-2P	1:00	OFA-12-G-077H	\$450.00 NM
2	07/31/12	08/03/12	10-11a Anderson Cooper	10-11a	-TWTF--	1:00	3	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	3	\$400.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WPBF	Tu	07/31/12	10:23 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
1	WPBF	W	08/01/12	10:38 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
3	WPBF	Th	08/02/12	10:22 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
3	07/31/12	08/03/12	The View	11A-12PM	-TWTF--	1:00	1	\$1,150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$1,150.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	W	08/01/12	11:33 AM	The View	11A-12PM	1:00	OFA-12-G-077H	\$1,150.00 NM
4	07/31/12	08/03/12	Jimmy Kimmel	12:06-01:06AM	-TWTF--	1:00	1	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$150.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	07/31/12	12:47 AM	Jimmy Kimmel	12:06-01:06AM	1:00	OFA-12-G-077H	\$150.00 NM
5	07/31/12	08/03/12	1230-1P Access Hollywoc	1230-1p	-TWTF--	1:00	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	2	\$450.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	WPBF	W	08/01/12	12:55 PM	1230-1P Access Hollywood	1230-1p	1:00	OFA-12-G-077H	\$450.00 NM
2	WPBF	Th	08/02/12	12:54 PM	1230-1P Access Hollywood	1230-1p	1:00	OFA-12-G-077H	\$450.00 NM
6	07/31/12	08/03/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	1:00	2	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				

**INVOICE**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	07/31/12	08/03/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	1:00	2	\$550.00	NM
	Class of Time - Pre-emptible with notice								
	07/30/12	08/05/12	-TWTF--				2	\$550.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/01/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	1:00	OFA-12-G-077H	\$550.00 NM
1	WPBF	F	08/03/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	1:00	OFA-12-G-077H	\$550.00 NM
7	07/31/12	08/03/12	4:30a-5a	430a-5a	-TWTF--	1:00	3	\$100.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	3	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	4:43 AM	4:30a-5a	430a-5a	1:00	OFA-12-G-077H	\$100.00 NM
2	WPBF	W	08/01/12	4:39 AM	4:30a-5a	430a-5a	1:00	OFA-12-G-077H	\$100.00 NM
3	WPBF	Th	08/02/12	4:44 AM	4:30a-5a	430a-5a	1:00	OFA-12-G-077H	\$100.00 NM
8	07/31/12	08/03/12	WPBF News 25 @ 5am	5-530am	-TWTF--	1:00	1	\$350.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/03/12	5:12 AM	WPBF News 25 @ 5am	5-530am	1:00	OFA-12-G-077H	\$350.00 NM
9	07/31/12	08/03/12	M-F 5pm News	5-6pm	-TWTF--	1:00	1	\$950.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	5:41 PM	M-F 5pm News	5-6pm	1:00	OFA-12-G-077H	\$950.00 NM
10	07/31/12	08/03/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	1:00	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	5:40 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	1:00	OFA-12-G-077H	\$450.00 NM
11	07/31/12	08/03/12	WPBF News 25 @ 6:00P	6-6:30PM	-TWTF--	1:00	1	\$1,250.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$1,250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/01/12	6:20 PM	WPBF News 25 @ 6:00PM	6-6:30PM	1:00	OFA-12-G-077H	\$1,250.00 NM
12	07/31/12	08/03/12	Good Morning America	7-9AM	-TWTF--	1:00	2	\$950.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	2	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	7:29 AM	Good Morning America	7-9AM	1:00	OFA-12-G-077H	\$950.00 NM
2	WPBF	Th	08/02/12	8:29 AM	Good Morning America	7-9AM	1:00	OFA-12-G-077H	\$950.00 NM
13	07/31/12	08/03/12	Jeopardy	7:30-8PM	-TWTF--	1:00	1	\$3,200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-TWTF--	1	\$3,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/03/12	7:53 PM	Jeopardy	7:30-8PM	1:00	OFA-12-G-077H	\$3,200.00 NM
14	08/04/12	08/11/12	Sat 6-7am News	Sat 6-7am	-----1-	1:00	1	\$350.00	NM

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1-				1	\$350.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	08/04/12	6:14 AM	Sat 6-7am News	Sat 6-7am	1:00	OFA-12-G-077H		\$350.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$350.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Sa	08/11/12	6:24 AM	Sat 6-7am News	Sat 6-7am	1:00	OFA-12-G-077H		\$350.00	NM
15	08/04/12	08/11/12	Sat 630pm News	630-7pm	-----1-	1:00	1	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1-				1	\$650.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	08/04/12	6:41 PM	Sat 630pm News	630-7pm	1:00	OFA-12-G-077H		\$650.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$650.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Sa	08/11/12	6:41 PM	Sat 630pm News	630-7pm	1:00	OFA-12-G-077H		\$650.00	NM
16	08/04/12	08/11/12	Sat Wheel Of Fortune	Sat 7-730PM	-----1-	1:00	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1-				1	\$800.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	08/04/12	7:18 PM	Sat Wheel Of Fortune	Sat 7-730PM	1:00	OFA-12-G-077H		\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$800.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Sa	08/11/12	7:12 PM	Sat Wheel Of Fortune	Sat 7-730PM	1:00	OFA-12-G-077H		\$800.00	NM
17	08/04/12	08/11/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	1:00	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1-				1	\$1,000.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	08/04/12	7:53 PM	Sat Jeopardy	Sat 7:30-8PM	1:00	OFA-12-G-077H		\$1,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$1,000.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Sa	08/11/12	7:35 PM	Sat Jeopardy	Sat 7:30-8PM	1:00	OFA-12-G-077H		\$1,000.00	NM
18	08/05/12	08/12/12	Chris Matthews	Sun 10-10:30AM	-----1	1:00	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1				1	\$400.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su	08/05/12	10:25 AM	Chris Matthews	Sun 10-10:30AM	1:00	OFA-12-G-077H		\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1				1	\$400.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Su	08/12/12	10:20 AM	Chris Matthews	Sun 10-10:30AM	1:00	OFA-12-G-077H		\$400.00	NM
19	08/05/12	08/12/12	Sun 11:35pm Late News	1135p-12am	-----1	1:00	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	07/30/12	08/05/12	-----1				1	\$700.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su	08/05/12	11:45 PM	Sun 11:35pm Late News	1135p-12am	1:00	OFA-12-G-077H		\$700.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1				1	\$700.00	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	08/05/12	08/12/12	Sun 11:35pm Late News	1135p-12am	-----1	1:00	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
	08/06/12	08/12/12			-----1		1	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Su	08/12/12	11:43 PM	Sun 11:35pm Late News	1135p-12am	1:00	OFA-12-G-077H	\$700.00 NM
20	08/05/12	08/12/12	Sun 5-6am News	Sun 5-6am	-----1	1:00	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	-----1	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/05/12	5:55 AM	Sun 5-6am News	Sun 5-6am	1:00	OFA-12-G-077H	\$100.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	-----1	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Su	08/12/12	5:09 AM	Sun 5-6am News	Sun 5-6am	1:00	OFA-12-G-077H	\$100.00 NM
21	08/05/12	08/12/12	Sun 630pm News	630-7pm	-----1	1:00	1	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	-----1	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/05/12	6:42 PM	Sun 630pm News	630-7pm	1:00	OFA-12-G-077H	\$650.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	-----1	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Su	08/12/12	6:56 PM	Sun 630pm News	630-7pm	1:00	OFA-12-G-077H	\$650.00 NM
22	07/31/12	08/03/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF--	1:00	2	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	-TWTF--	2	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	11:28 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	1:00	OFA-12-G-077H	\$1,600.00 NM
2	WPBF	W	08/01/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	1:00	OFA-12-G-077H	\$1,600.00 NM
23	08/06/12	08/10/12	THE CHEW	1P-2P	MTWTF--	1:00	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	MTWTF--	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	08/07/12	1:36 PM	THE CHEW	1P-2P	1:00	OFA-12-G-077H	\$450.00 NM
1	WPBF	F	08/10/12	1:34 PM	THE CHEW	1P-2P	1:00	OFA-12-G-077H	\$450.00 NM
24	08/06/12	08/10/12	10-11a Anderson Cooper	10-11a	MTWTF--	1:00	3	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	MTWTF--	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Tu	08/07/12	10:21 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
2	WPBF	W	08/08/12	10:27 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
3	WPBF	Th	08/09/12	10:37 AM	10-11a Anderson Cooper	10-11a	1:00	OFA-12-G-077H	\$400.00 NM
25	08/06/12	08/10/12	The View	11A-12PM	MTWTF--	1:00	2	\$1,150.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	MTWTF--	2	\$1,150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/06/12	11:32 AM	The View	11A-12PM	1:00	OFA-12-G-077H	\$1,150.00 NM



## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	08/06/12	08/10/12	The View	11A-12PM	MTWTF--	1:00	2	\$1,150.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 08/10/12 11:33 AM The View 11A-12PM 1:00 OFA-12-G-077H \$1,150.00 NM									
26	08/06/12	08/10/12	Jimmy Kimmel	12:06-01:06AM	MTWTF--	1:00	2	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/06/12 1:00 AM Jimmy Kimmel 12:06-01:06AM 1:00 OFA-12-G-077H \$150.00 NM									
2 WPBF Tu 08/07/12 1:00 AM Jimmy Kimmel 12:06-01:06AM 1:00 OFA-12-G-077H \$150.00 NM									
27	08/06/12	08/10/12	1230-1P Access Hollywoc	1230-1p	MTWTF--	1:00	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF M 08/06/12 12:54 PM 1230-1P Access Hollywood 1230-1p 1:00 OFA-12-G-077H \$450.00 NM									
4 WPBF F 08/10/12 12:46 PM 1230-1P Access Hollywood 1230-1p 1:00 OFA-12-G-077H \$450.00 NM									
28	08/06/12	08/10/12	WPBF News 25 @ Noon	12pm-1230pm	MTWTF--	1:00	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 3 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/06/12 12:12 PM WPBF News 25 @ Noon 12pm-1230pm 1:00 OFA-12-G-077H \$550.00 NM									
4 WPBF Tu 08/07/12 12:11 PM WPBF News 25 @ Noon 12pm-1230pm 1:00 OFA-12-G-077H \$550.00 NM									
2 WPBF Th 08/09/12 12:21 PM WPBF News 25 @ Noon 12pm-1230pm 1:00 OFA-12-G-077H \$550.00 NM									
29	08/06/12	08/10/12	4:30a-5a	430a-5a	MTWTF--	1:00	4	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/06/12 4:55 AM 4:30a-5a 430a-5a 1:00 OFA-12-G-077H \$100.00 NM									
4 WPBF Tu 08/07/12 4:43 AM 4:30a-5a 430a-5a 1:00 OFA-12-G-077H \$100.00 NM									
3 WPBF W 08/08/12 4:38 AM 4:30a-5a 430a-5a 1:00 OFA-12-G-077H \$100.00 NM									
2 WPBF F 08/10/12 4:54 AM 4:30a-5a 430a-5a 1:00 OFA-12-G-077H \$100.00 NM									
30	08/06/12	08/10/12	WPBF News 25 @ 5am	5-530am	MTWTF--	1:00	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 08/09/12 4:58 AM WPBF News 25 @ 5am 5-530am 1:00 OFA-12-G-077H \$350.00 NM									
31	08/06/12	08/10/12	M-F 5pm News	5-6pm	MTWTF--	1:00	2	\$950.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 08/07/12 5:29 PM M-F 5pm News 5-6pm 1:00 OFA-12-G-077H \$950.00 NM									
1 WPBF W 08/08/12 5:42 PM M-F 5pm News 5-6pm 1:00 OFA-12-G-077H \$950.00 NM									
32	08/06/12	08/10/12	WPBF News 25 Mornings	5:30-5:57am	MTWTF--	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	08/06/12	08/10/12	WPBF News 25 Mornings	5:30-5:57am	MTWTF--	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/06/12 5:38 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am 1:00 OFA-12-G-077H \$450.00 NM									
33	08/06/12	08/10/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWTF--	1:00	1	\$1,250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 1 \$1,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 08/08/12 6:21 PM WPBF News 25 @ 6:00PM 6-6:30PM 1:00 OFA-12-G-077H \$1,250.00 NM									
34	08/06/12	08/10/12	Good Morning America	7-9AM	MTWTF--	1:00	3	\$950.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 3 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/06/12 7:49 AM Good Morning America 7-9AM 1:00 OFA-12-G-077H \$950.00 NM									
2 WPBF Tu 08/07/12 8:38 AM Good Morning America 7-9AM 1:00 OFA-12-G-077H \$950.00 NM									
3 WPBF W 08/08/12 7:59 AM Good Morning America 7-9AM 1:00 OFA-12-G-077H \$950.00 NM									
35	08/06/12	08/10/12	Jeopardy	7:30-8PM	MTWTF--	1:00	1	\$3,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 1 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 08/07/12 7:34 PM Jeopardy 7:30-8PM 1:00 OFA-12-G-077H \$3,200.00 NM									
36	08/06/12	08/10/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	MTWTF--	1:00	3	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/06/12 08/12/12 MTWTF-- 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF M 08/06/12 11:27 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM 1:00 OFA-12-G-077H \$1,600.00 NM									
1 WPBF Tu 08/07/12 11:33 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM 1:00 OFA-12-G-077H \$1,600.00 NM									
2 WPBF Th 08/09/12 11:25 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM 1:00 OFA-12-G-077H \$1,600.00 NM									
37	08/13/12	08/13/12	THE CHEW	1P-2P	1-----	1:00	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/13/12 08/19/12 1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 1:33 PM THE CHEW 1P-2P 1:00 OFA-12-G-077H \$450.00 NM									
38	08/13/12	08/13/12	10-11a Anderson Cooper	10-11a	1-----	1:00	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/13/12 08/19/12 1----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 10:36 AM 10-11a Anderson Cooper 10-11a 1:00 OFA-12-G-077H \$400.00 NM									
39	08/13/12	08/13/12	The View	11A-12PM	1-----	1:00	1	\$1,150.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/13/12 08/19/12 1----- 1 \$1,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 08/13/12 10:58 AM The View 11A-12PM 1:00 OFA-12-G-077H \$1,150.00 NM									
40	08/13/12	08/13/12	Jimmy Kimmel	12:06-01:06AM	1-----	1:00	1	\$150.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12
Advertiser	Product	Estimate Number	
Obama/D/President	OBAMA FOR AMERICA	1519	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
40	08/13/12	08/13/12	Jimmy Kimmel	12:06-01:06AM	1-----	1:00	1	\$150.00	NM
	Class of Time - Pre-emptible with notice								
	08/13/12	08/19/12	1-----		1	\$150.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:58 AM	Jimmy Kimmel	12:06-01:06AM	1:00	OFA-12-G-077H	\$150.00 NM
41	08/13/12	08/13/12	1230-1P Access Hollywood	1230-1p	1-----	1:00	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:55 PM	1230-1P Access Hollywood	1230-1p	1:00	OFA-12-G-077H	\$450.00 NM
42	08/13/12	08/13/12	WPBF News 25 @ Noon	12pm-1230pm	1-----	1:00	1	\$550.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	1:00	OFA-12-G-077H	\$550.00 NM
43	08/13/12	08/13/12	4:30a-5a	430a-5a	1-----	1:00	1	\$100.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	4:55 AM	4:30a-5a	430a-5a	1:00	OFA-12-G-077H	\$100.00 NM
44	08/13/12	08/13/12	M-F 5pm News	5-6pm	1-----	1:00	1	\$950.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	5:23 PM	M-F 5pm News	5-6pm	1:00	OFA-12-G-077H	\$950.00 NM
45	08/13/12	08/13/12	Good Morning America	7-9AM	1-----	1:00	1	\$950.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	8:54 AM	Good Morning America	7-9AM	1:00	OFA-12-G-077H	\$950.00 NM
46	08/13/12	08/13/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	1:00	1	\$1,600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/13/12	08/19/12	1-----	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	11:33 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	1:00	OFA-12-G-077H	\$1,600.00 NM
47	08/05/12	08/05/12	Sun 5-6am News	Sun 5-6am	-----1	1:00	1	\$100.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	-----1	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/05/12	5:28 AM	Sun 5-6am News	Sun 5-6am	1:00	OFA-12-G-077H	\$100.00 NM
48	07/31/12	08/03/12	Dr. Oz	4-5p	-TWTF--	1:00	1	\$1,050.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	-TWTF--	1	\$1,050.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	07/31/12	4:13 PM	Dr. Oz	4-5p	1:00	OFA-12-G-077H	\$1,050.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

**INVOICE**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937643-1	08/19/12	August 2012	07/30/12 - 08/13/12

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMERICA	1519

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	07/31/12	08/03/12	Dr. Oz	4-5p	-TWTF--	1:00	1	\$1,050.00	NM
	Class of Time - Pre-emptible with notice								
49	08/04/12	08/04/12	Sat 8-9am News	Sat 8-9am	-----S-	1:00	1	\$750.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	-----S-	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/04/12	8:13 AM	Sat 8-9am News	Sat 8-9am	1:00	OFA-12-G-077H	\$750.00 NM
50	08/06/12	08/10/12	Dr. Oz	4-5p	MTWTF--	1:00	1	\$1,050.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$1,050.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/06/12	4:35 PM	Dr. Oz	4-5p	1:00	OFA-12-G-077H	\$1,050.00 NM
<u>Total Spots</u>							<b>82</b>		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$58,000.00</b>
<u>Agency Commission</u>	<b>\$8,700.00</b>
<u>Net Amount Due</u>	<b>\$49,300.00</b>